

## AMENDMENTS

### In the Claims

1. (Currently Amended) A system comprising:  
a plurality of web servers configured to return first content to requesting client devices;  
a central logging server;  
wherein the returned content includes a reference to second content from the central logging server; and  
wherein the central logging server logs requests for the first content in response to requests for the second content.
2. (Previously Amended) A system as recited in claim 1, wherein the plurality of web servers, the central logging server, and the plurality of requesting client devices are communicatively coupled via the Internet.
3. (Previously Amended) A system as recited in claim 1, wherein the reference has embedded therein information identifying the first content.
4. (Previously Amended) A system as recited in claim 1, wherein the central logging server logs information received in cookies accompanying the requests for the second content.
5. (Original) A system as recited in claim 1, wherein the reference comprises a Hypertext Markup Language (HTML) tag.

1           6.     (Previously Amended) A system as recited in claim 1, wherein each  
2 of the plurality of web servers further logs information regarding the request for  
3 the first content locally.

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5           7.     (Previously Amended) A system as recited in claim 1, wherein the  
6 references comprise references to one or more transparent graphic images.

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8           8.     (Previously Amended) A method comprising:  
9 receiving requests for first content; and  
10 returning, in response to the requests, the requested first content, wherein  
11 said first content includes a reference to second content that causes information  
12 regarding the request for the first content to be logged at a remote logging server.

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14           9.     (Previously Amended) A method as recited in claim 8, wherein the  
15 references to the second content refer to content available from the remote logging  
16 server.

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18           10.    (Previously Amended) A method as recited in claim 8, wherein the  
19 second content comprises a transparent graphic image.

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21           11.    (Previously Amended) A method as recited in claim 8, wherein the  
22 second content comprises one or more graphic images.

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24           12.    (Canceled)

1 13. (Canceled)

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3 14. (Original) A method as recited in claim 8, wherein the reference  
4 comprises a Hypertext Markup Language (HTML) tag.

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6 15. (Previously Amended) A method as recited in claim 8, wherein the  
7 second content comprises a web page.

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9 16. (Original) One or more computer-readable memories containing a  
10 computer program that is executable by a processor to perform the method recited  
11 in claim 8.

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13 17. (Canceled)

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